



## WE ARE ALL LITTLE ENVIRONMENTALISTS

- LIFE ATTITUDE
- BUILDING ENERGY CONSERVATION
- AIR POLLUTION



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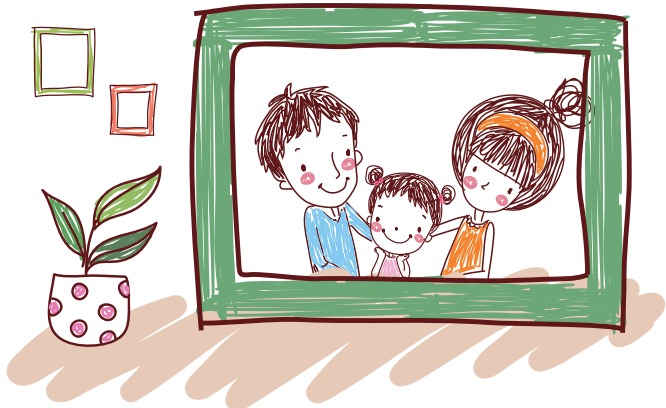
## LIFE ATTITUDE — LOW-CARBON LIFE IS A VIRTUE

"Low-carbon" life is a learning,  
not to know is foolish



「Global 5-ton CO<sub>2</sub> emissions per capita now, mankind must change the life attitude immediately. CO<sub>2</sub> emissions per capita must be reduced to 1.5-ton so that global warming can be mitigated or people can not survive. Please remember that there is only 1.5-ton "moral CO<sub>2</sub> emission index" on the earth」

One child policy makes  
the Mother Earth happy



「No birth to a child cuts 5-ton CO<sub>2</sub> emissions per year, One tree absorbs 18-kg CO<sub>2</sub> emissions yearly, which equals 270 towering tree planting」

## LIFE ATTITUDE — LOW-CARBON LIFE IS A VIRTUE

Not to buy anything that is  
unnecessary in the family,  
"Simple life is very relaxing"



「The first principle of low-carbon life is to reduce unnecessary material consumption」

To turn off lighting & air conditioning  
before leaving a room forms  
a good habit of energy  
conservation



「Saving 1kWh electricity per day can reduce 365-kg CO<sub>2</sub> emissions in a year, which equals the yearly CO<sub>2</sub> emissions absorbed by 20 trees」

## LIFE ATTITUDE — HAPPY & LOW CARBON

Reading & listening to music during holidays are more leisure than taking a trip by air



「1000-km flight by one person equals burning the same amount of oil with his weight which emits 3 times CO<sub>2</sub> emissions.」

Painting makes you happy while e-games cause you a headache



「Playing 2-hour e-games produces about 1kg CO<sub>2</sub> emissions, causing 1000-300 microwatt radiation harm.」

## LIFE ATTITUDE — HAPPY & LOW CARBON

Knitting is economical and stylish



「In the material surplus era, the purchased fashion is no longer the real fashion.」

Raising chickens, gardening flowers and planting vegetables at leisure time are a joy



「People go out far for tourism and shopping mostly for fun, actually, happiness is just around you.」

## LIFE ATTITUDE — PROUD & LOW CARBON

Bicycle riding to offices  
has no jam



「Saving 1kg oil every day reduces 1 ton CO<sub>2</sub> emissions yearly」

Airing clothes is interesting,  
only use a dryer on rainy days



「One-hour clothes dryer per day produces 500-kg CO<sub>2</sub> emissions yearly」

## LIFE ATTITUDE — PROUD & LOW CARBON

Playing shuttlecock, rubber ball  
& hula-hoop is full of  
fun & healthy



「Using a treadmill one hour every emits 150kg CO<sub>2</sub> emissions yearly」

Tub bath wastes water while shower  
is better and relaxing



「Saving 100-liter hot water everyday reduces 500-kg CO<sub>2</sub> emissions yearly」



## LIFE ATTITUDE — HEALTHY & LOW CARBON

Organic food is affordable,  
healthy and delicious



「Every kg organic food cuts 0.3-kg CO<sub>2</sub> emissions」

To use soda instead of detergent  
is atoxic & clean



「Soda and primitive soap without chemical foaming agent, pigment, agar essence generate no side effect on human body, reduce processing and package consumption」

## LIFE ATTITUDE — HEALTHY & LOW CARBON

Cotton clothes,  
healthy & comfortable



「Every cotton garment cuts 8-kg CO<sub>2</sub> emissions than synthetic clothes」

Using solid wood furniture is  
healthy & carbon fixing



「Mature trees basically no longer absorb CO<sub>2</sub> emissions. If they are burned or decayed they will generate green house gas: if furniture or houses are made of them for long-term use, CO<sub>2</sub> emissions will be fixed. What's more, plywood, plastic boards have consumed many chemical raw materials like large amount of petroleum which generate huge CO<sub>2</sub> emissions」

## LIFE ATTITUDE — SAVING & LOW CARBON

External solar shading makes a room not too hot without air conditioning



「Internal solar shading blocks sunshine but keeps heat in the house, and each window consumes 0.3 HP (horse power) air conditioning more during hot days」

Replacing incandescent bulbs with energy efficient lighting is electricity-saving and cuts air conditioning fee



「Energy efficient lighting is 4 times more efficient than incandescent ones. With less heat, it reduces air conditioning consumption」

## LIFE ATTITUDE — SAVING & LOW CARBON

3-liter flushing toilet is carefree and water-saving



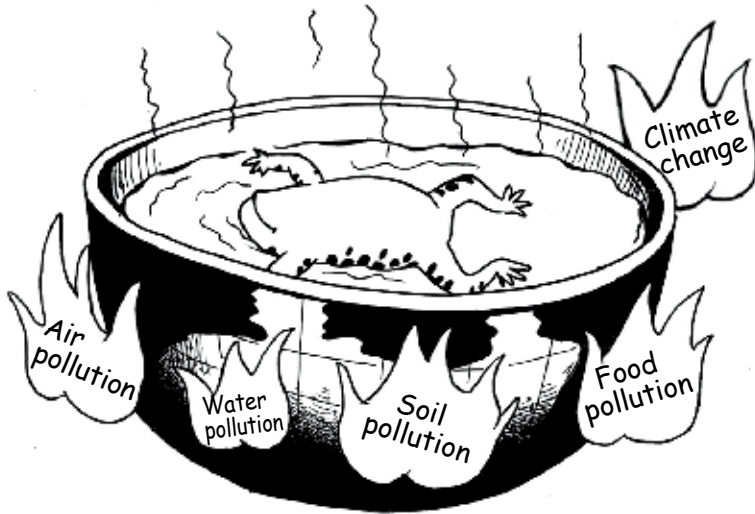
「A conventional toilet consumes 12-18 liter water at one flush」

Insulated house brings comfortable winter



「Thick wall thermal insulation, triple-paned windows with external solar shading can save central cooling and heating, every household reduces 5-10 ton CO<sub>2</sub> emissions every year」

## BUILDING ENERGY CONSERVATION

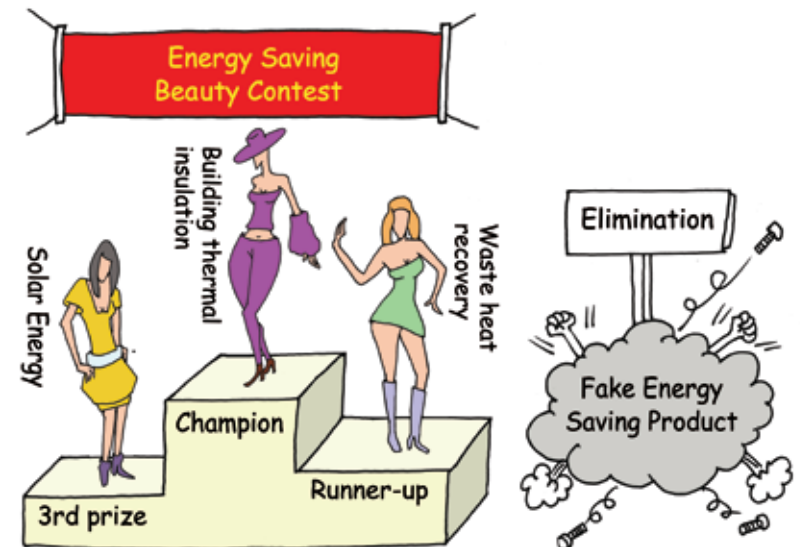
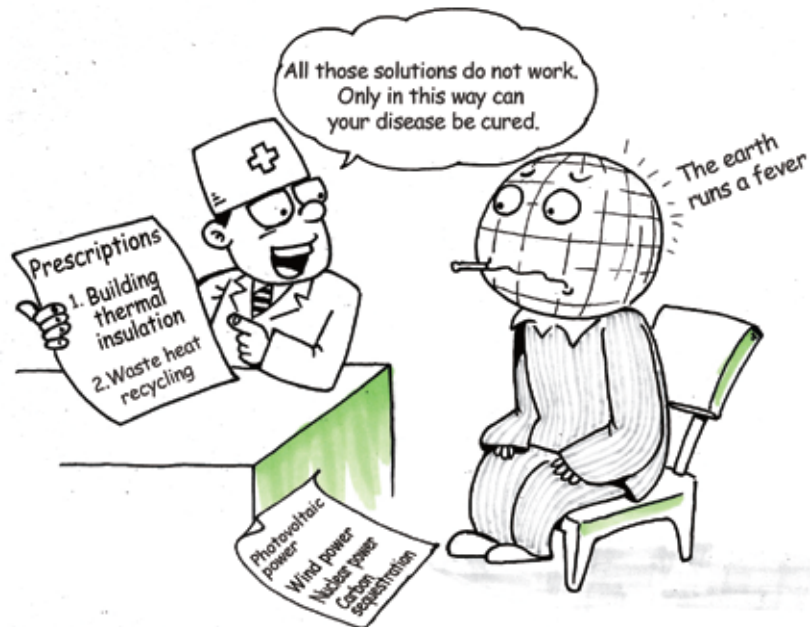


Boil the frog in gradually heated water

## BUILDING ENERGY CONSERVATION

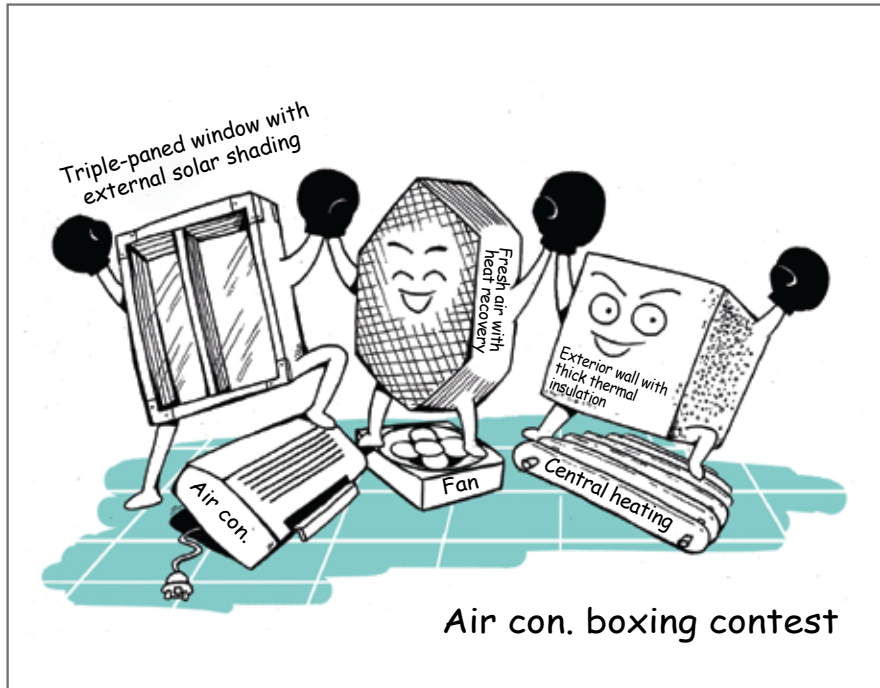


Which one is better,  
native method or foreign method ?

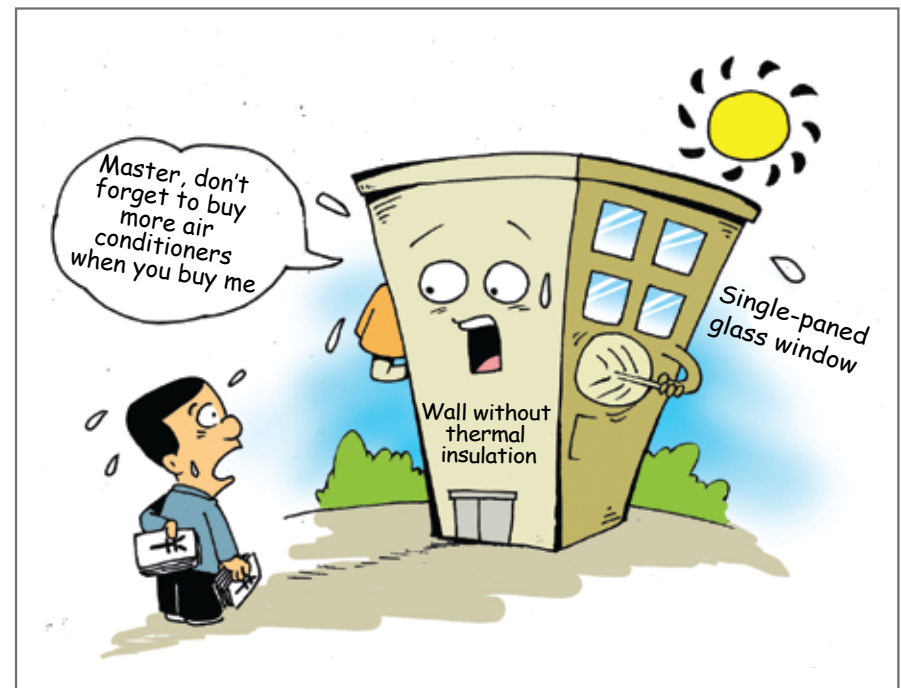
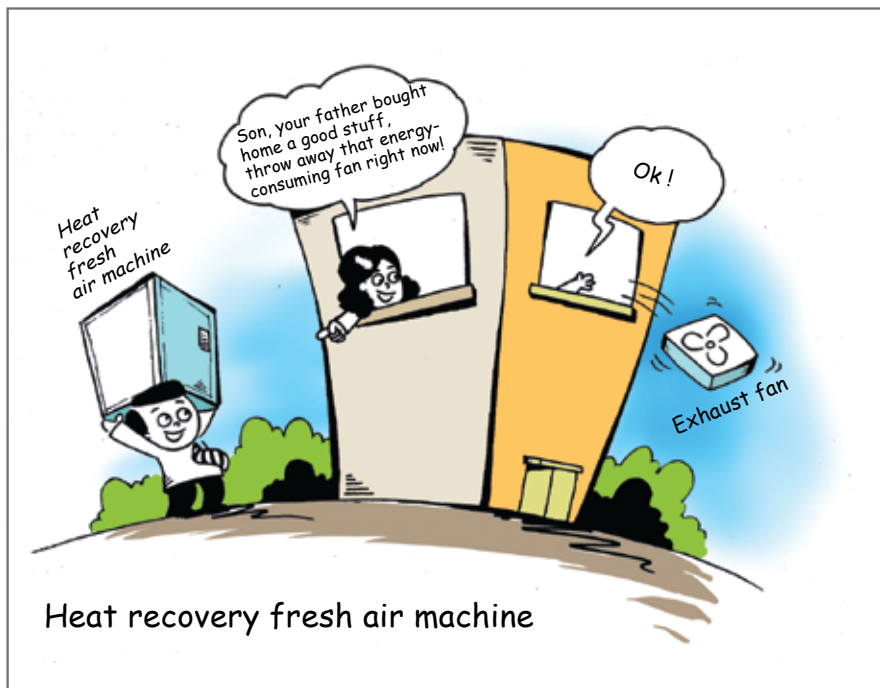
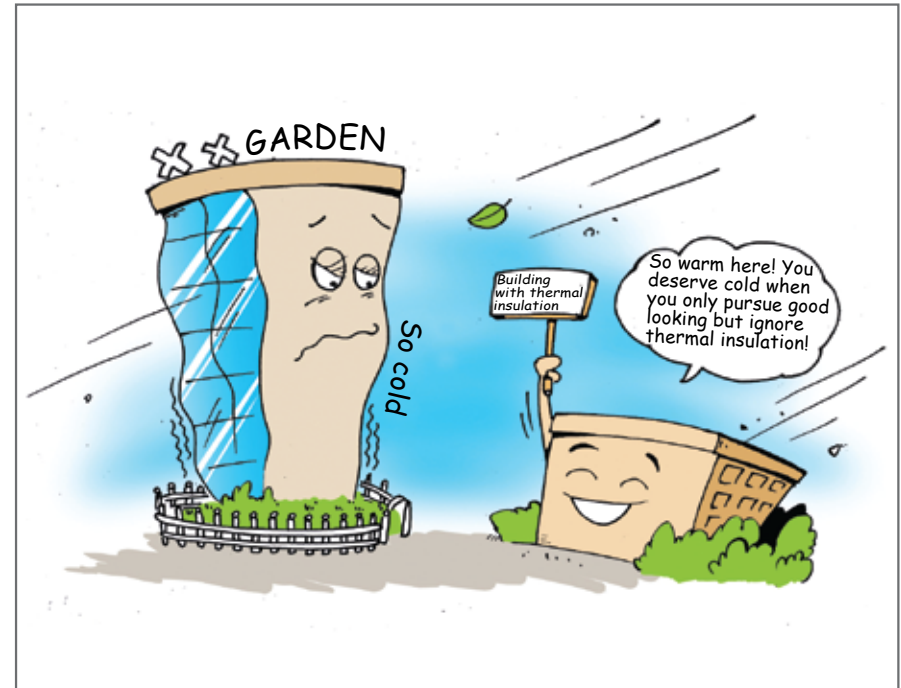




## BUILDING ENERGY CONSERVATION



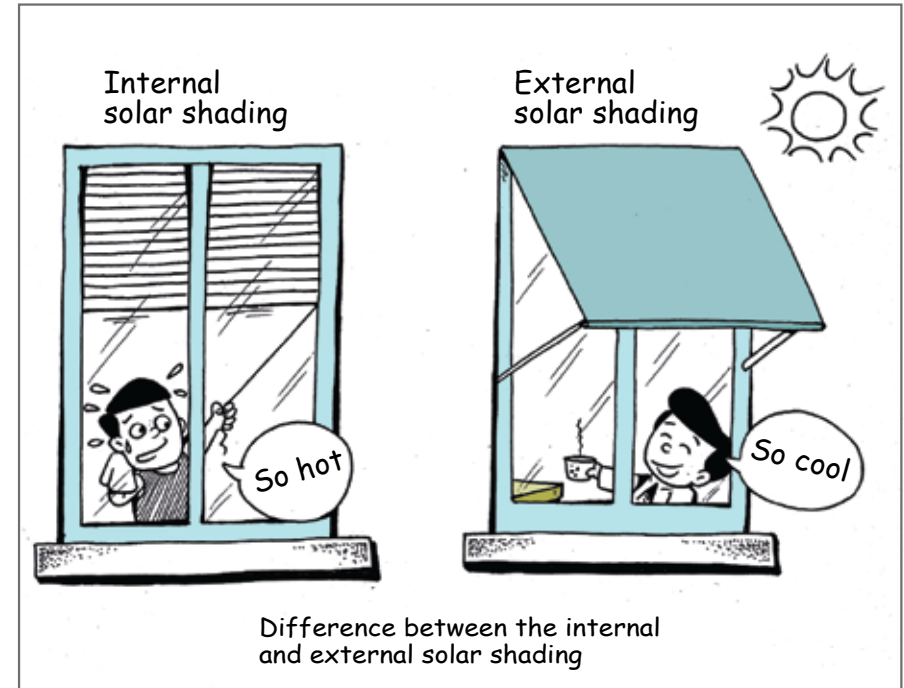
## BUILDING ENERGY CONSERVATION



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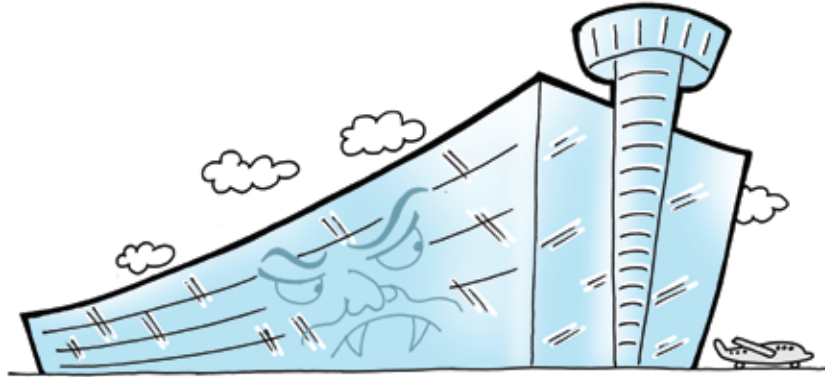


## BUILDING ENERGY CONSERVATION





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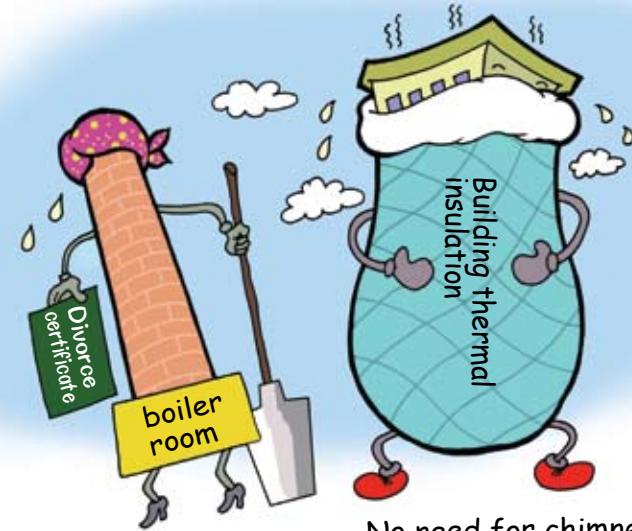


The airport looks great with glass wall

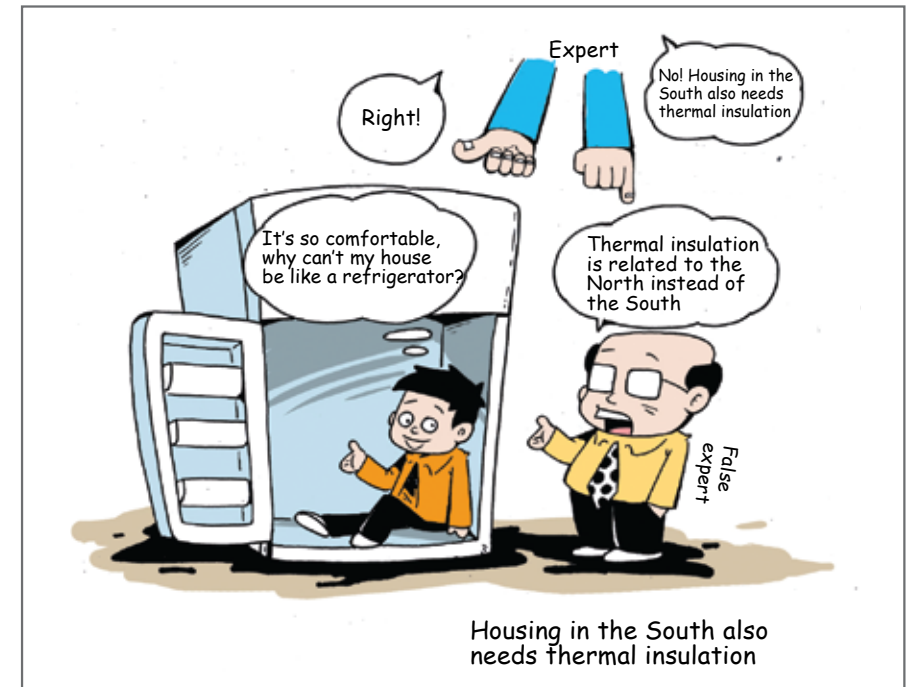
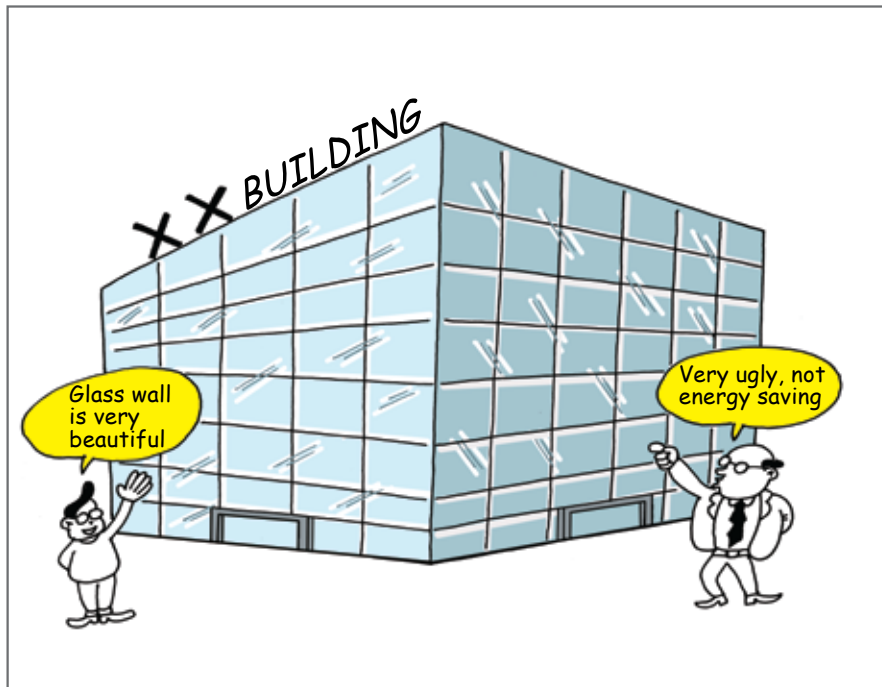


No, it's ugly, it is an energy-wasting monster!

## BUILDING ENERGY CONSERVATION

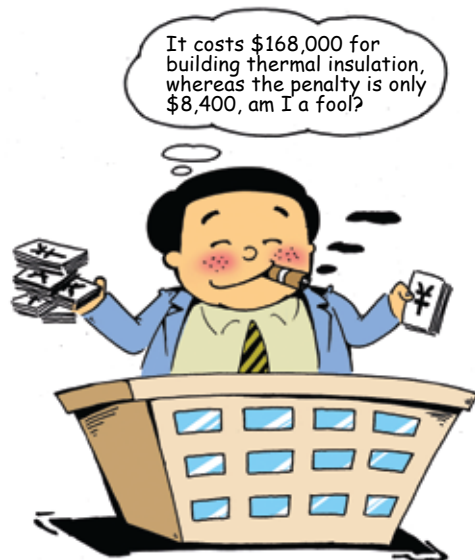


No need for chimney after building insulated



Housing in the South also needs thermal insulation

## BUILDING ENERGY CONSERVATION

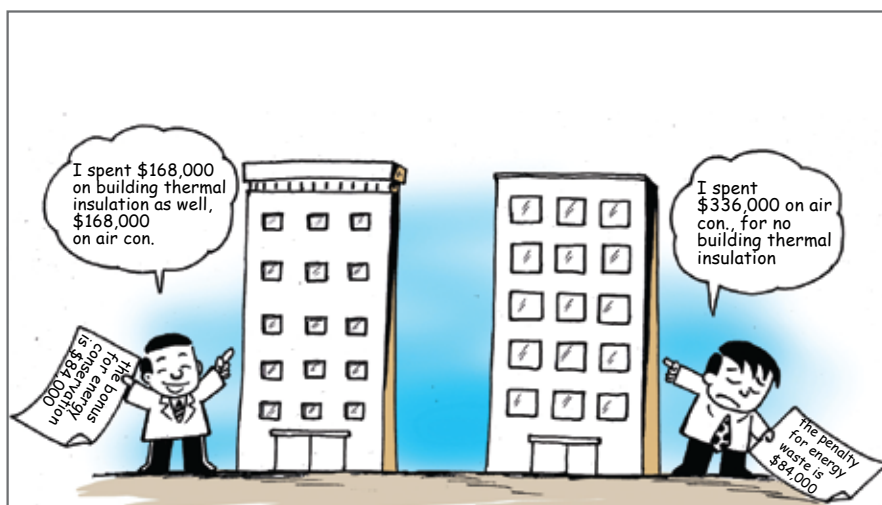


Vicious real estate developer

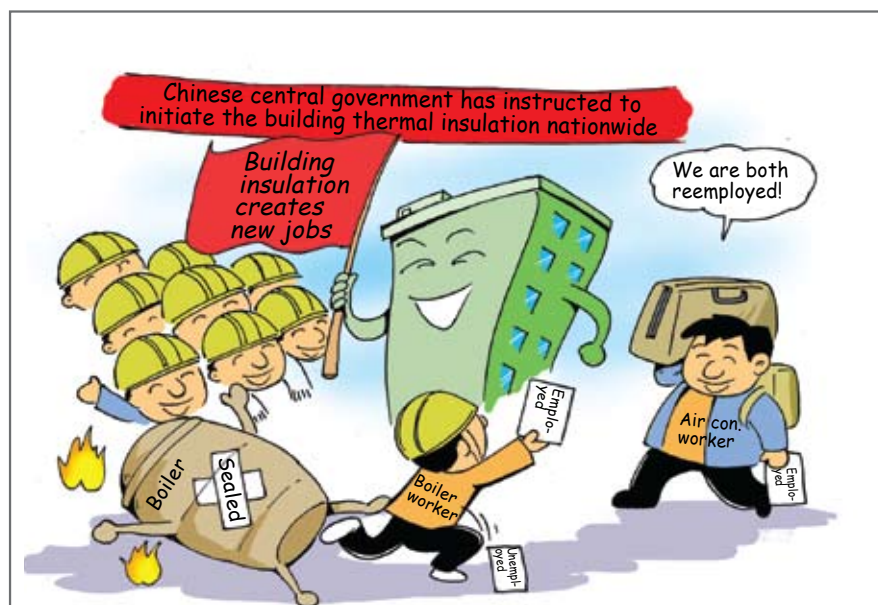
## BUILDING ENERGY CONSERVATION



DIY



Who is more smart between two developers?



New employee main forces

## AIR POLLUTION



## AIR POLLUTION

